



Unit Energy Manager (UEM) Program

Training #4: Behavior Change



**MARINE CORPS
ENERGY**



Content Outline



- What is Behavior Change?
- Behavior and the Energy Ethos
- Audience
- Behavior Change Curve
- Behavior Change Theory
- Promotional Materials
- Discussion



What is Behavior Change?



- **Behavior change** programs, encompass a broad range of activities and approaches, which focus on the individual, community, and environmental influences on specific behaviors – that once changed, will help achieve an end goal.
- Examples of behavior change campaigns:
 - “Only You Can Prevent Forest Fires”
 - Wearing seatbelts (e.g., “Click It or Ticket”)
 - Smoking cessation (e.g., “Truth” campaign)
 - Exercise (e.g., “Let’s Move” campaign)
 - *...can you think of any more? USMC examples?*



Behavior and the Energy Ethos



- The focus of our behavior change effort is the Energy Ethos – *the shared vision that the efficient use of energy resources is a critical component of mission readiness.* UEMs will promote the adoption of the Energy Ethos in their unit.
- Some specific behaviors the Energy Ethos calls for:
 - Use less energy and water at work and at home (Turn off lights; use less heat/AC; use less water)
 - Make a habit of reporting energy or water waste (Water leaks; windows open with AC on)
 - Come up with innovative ideas for conservation



Discussion: Audience



- Knowing your audience is vital to behavior change.
- Marines are one of the target audiences of the Energy Ethos.
- *You are a Marine – what are some characteristics and motivations of Marines?*

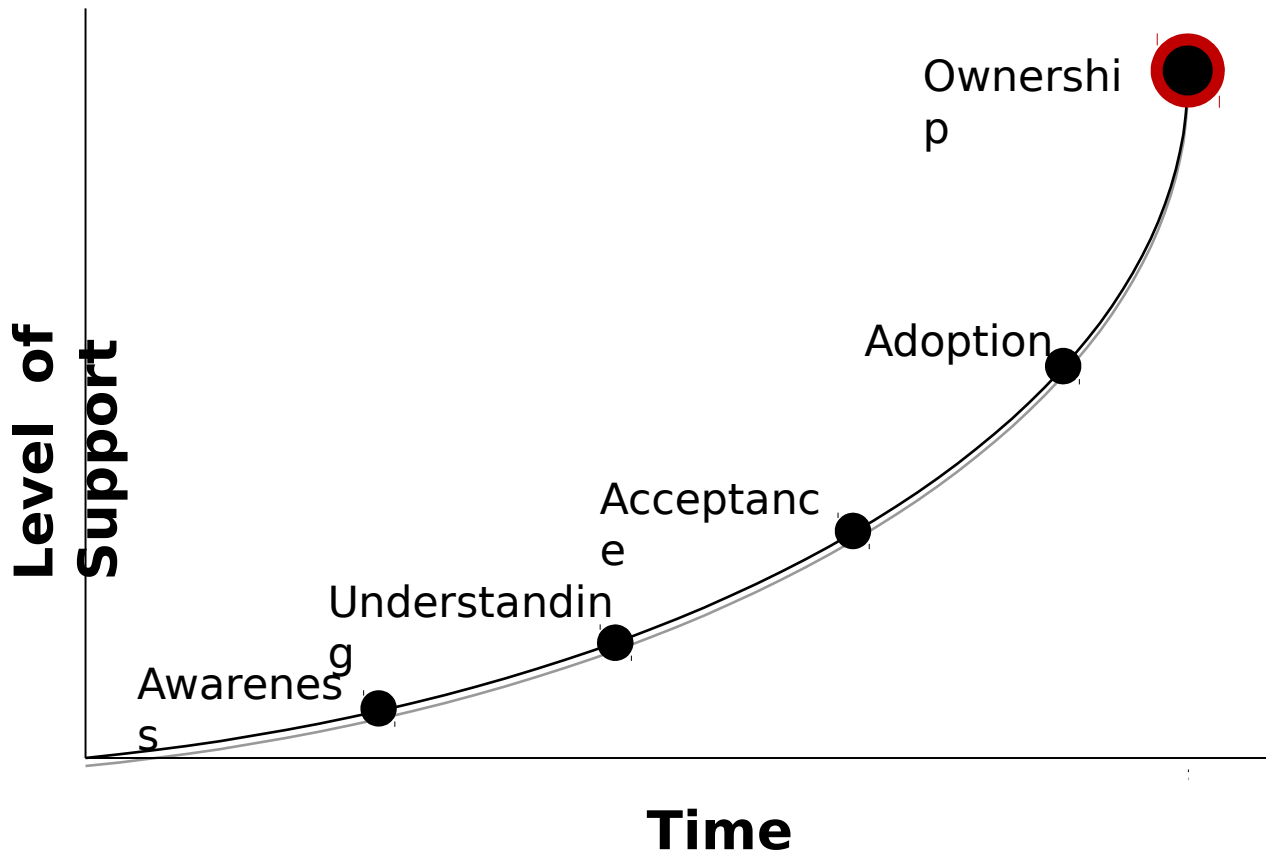




Behavior Change Curve



Audiences all start at different points in the behavior change curve. The ultimate goal is to achieve a state of Ownership with all target audiences.





Behavior Change Curve



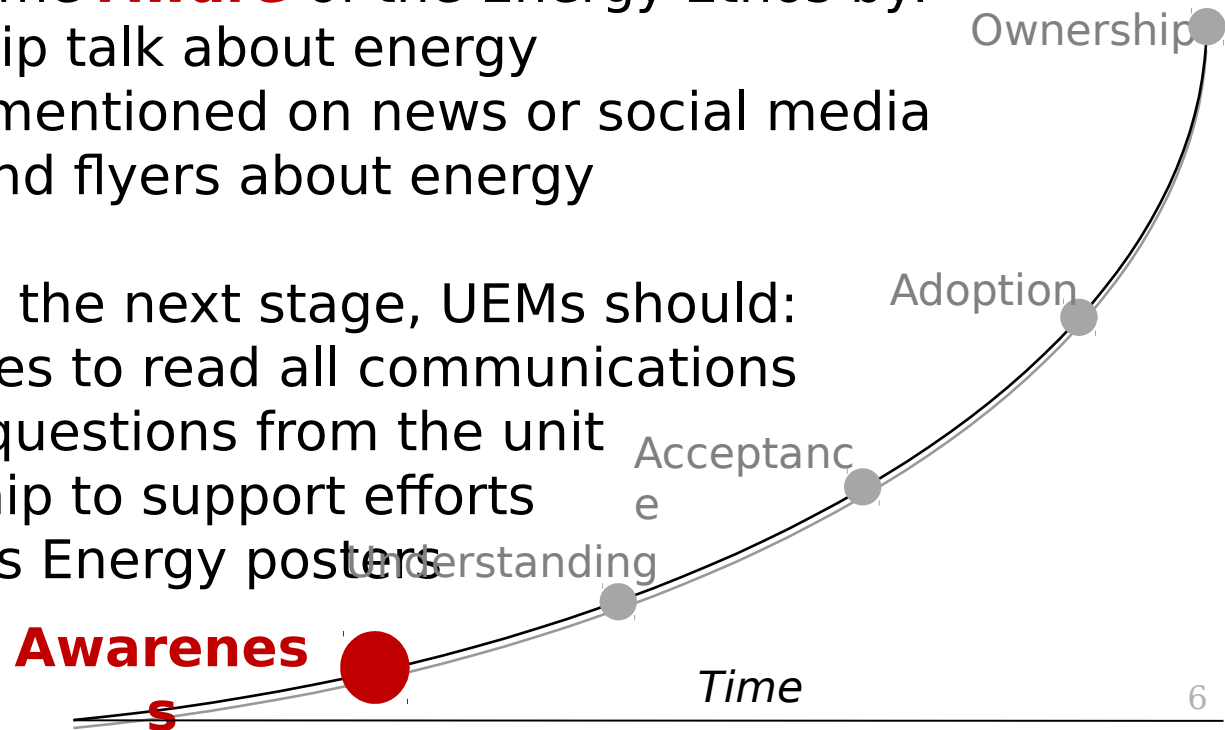
During the **Awareness** stage, Marines move from not knowing about energy to becoming aware that the UEM Program and Energy Ethos exist, and that energy is a priority.

A Marine may become **Aware** of the Energy Ethos by:

- Hearing leadership talk about energy
- Noticing energy mentioned on news or social media
- Seeing posters and flyers about energy

To move Marines to the next stage, UEMs should:

- Encourage Marines to read all communications
- Actively answer questions from the unit
- Ask unit leadership to support efforts
- Post Marine Corps Energy posters





Behavior Change Curve



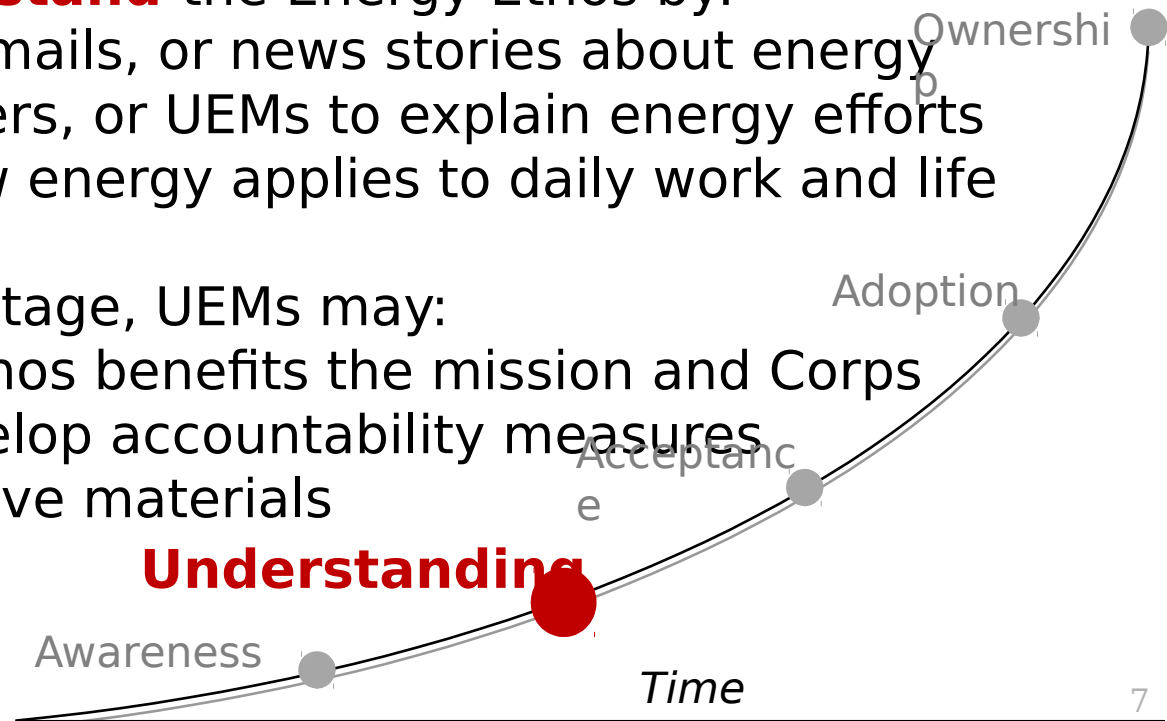
During the **Understanding** stage, Marines learn the purpose of the UEM Program and Energy Ethos, and understand that they are being asked to reduce energy consumption.

A Marine may **Understand** the Energy Ethos by:

- Reading memos, emails, or news stories about energy
- Asking peers, leaders, or UEMs to explain energy efforts
- Thinking about how energy applies to daily work and life

To move to the next stage, UEMs may:

- Explain how the Ethos benefits the mission and Corps
- Ask leaders to develop accountability measures
- Share 5-Ways to Save materials





Behavior Change Curve



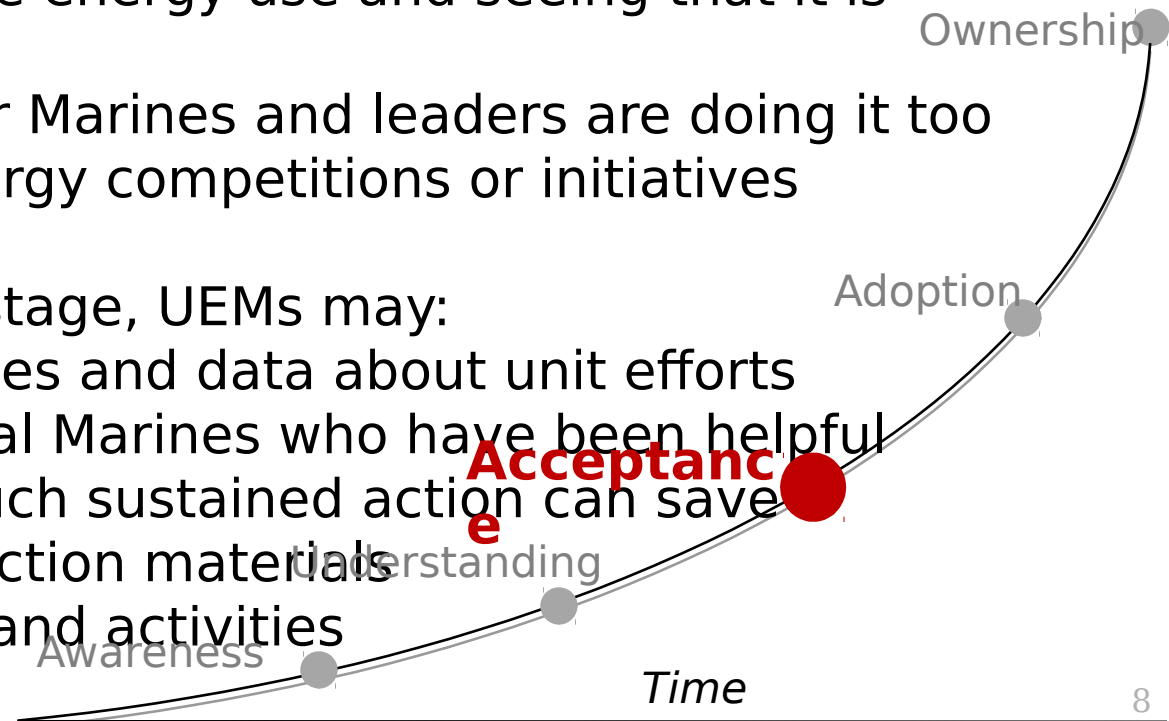
During the **Acceptance** stage, Marines accept that the Energy Ethos is the new normal, and that they need to try to reduce energy use.

A Marine may **Accept** the Energy Ethos by:

- Beginning to reduce energy use and seeing that it is simple
- Realizing that other Marines and leaders are doing it too
- Participating in energy competitions or initiatives

To move to the next stage, UEMs may:

- Share success stories and data about unit efforts
- Recognize individual Marines who have been helpful
- Emphasize how much sustained action can save
- Post point-of-interaction materials
- Hold competitions and activities





Behavior Change Curve



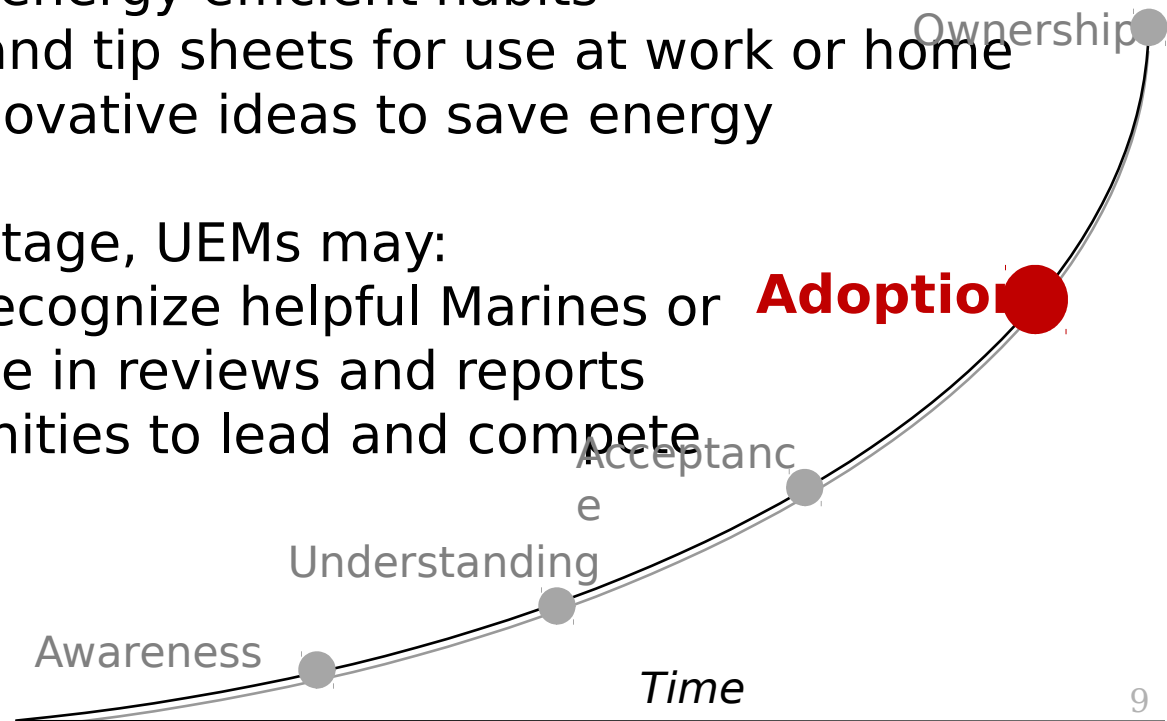
During the **Adoption** stage, Marines will voluntarily take steps to reduce energy use, will operate by the Energy Ethos, and will acknowledge and work with their UEM.

A Marine may **Adopt** the Energy Ethos by:

- Developing lasting energy efficient habits
- Printing out flyers and tip sheets for use at work or home
- Coming up with innovative ideas to save energy

To move to the next stage, UEMs may:

- Ask leadership to recognize helpful Marines or consider energy use in reviews and reports
- Give more opportunities to lead and compete





Behavior Change Curve



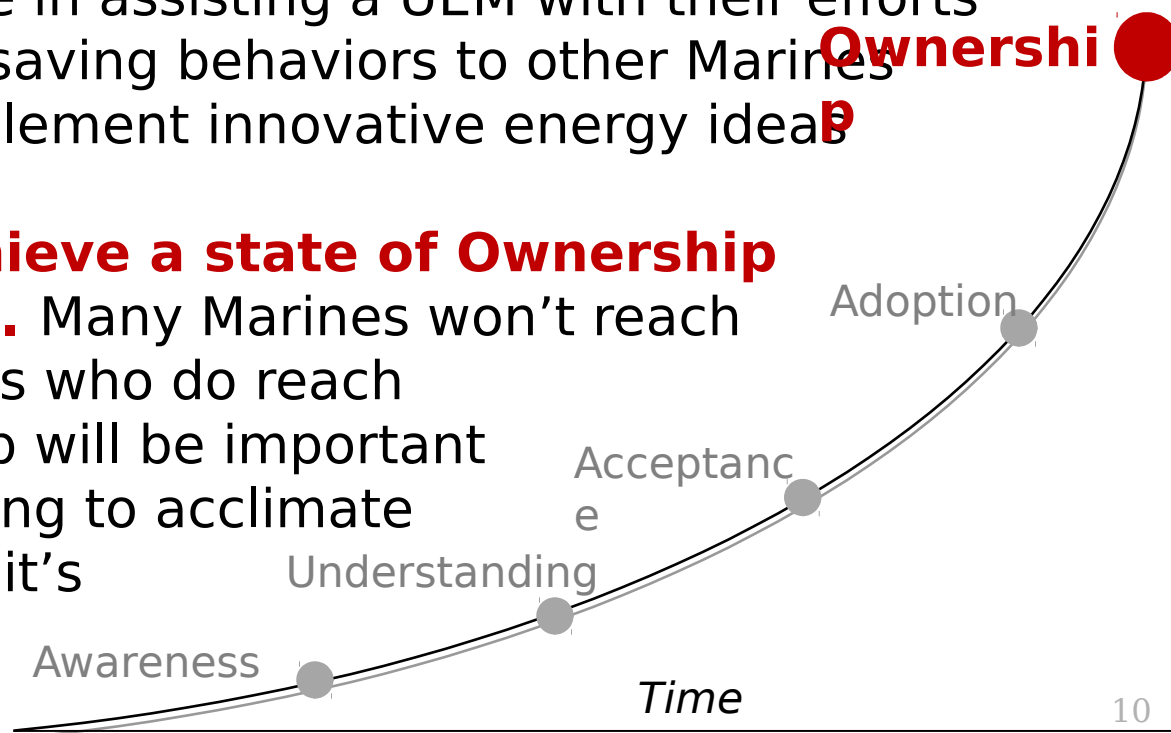
During the **Ownership** stage, Marines will have adopted lasting efficient habits, and will act as a champion for the Energy Ethos for their peers.

A Marine may take **Ownership** of the Energy Ethos by:

- Taking an active role in assisting a UEM with their efforts
- Advocating energy saving behaviors to other Marines
- Offering to help implement innovative energy ideas

UEMs should all achieve a state of Ownership of the Energy Ethos. Many Marines won't reach

this point, but the ones who do reach Adoption or Ownership will be important assets for a unit, helping to acclimate new Marines to the unit's energy standards.

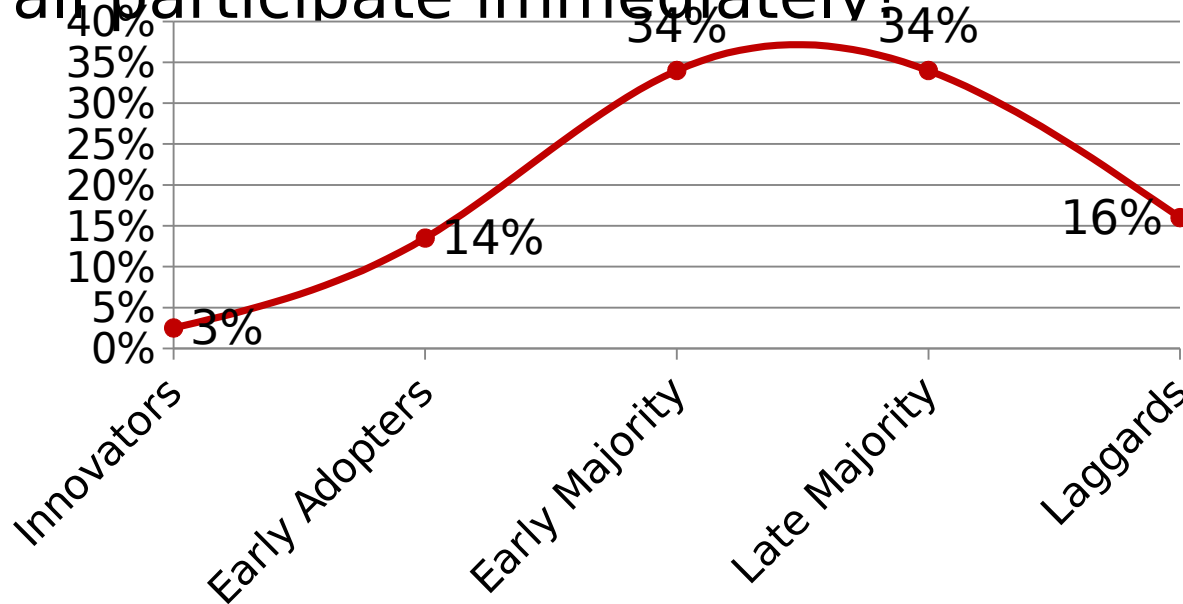




Behavior Change Theory



The Diffusion of Innovations Theory explains how Marines will adopt change at different rates. Some will try it immediately, while others may resist for a long time – don't be discouraged if not all participate immediately!



As time progresses 📧



Behavior Change Theory



The best way to successfully change behaviors is to make the change “Easy, Fun, and Popular.”

Easy	Fun	Popular
▪ Provide Marines with precise instructions ▪ Emphasize how simple these changes are	▪ Incorporate competition ▪ Encourage Marines to work together	▪ Get Marines talking about it ▪ Ask leadership to make it a unit priority



Behavior Change Theory



Individuals will change if they:

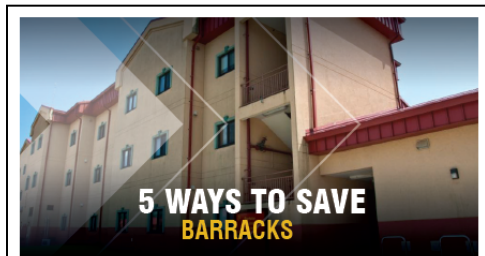
1. Believe the new behaviors are important
2. Think their actions will make a difference
3. Have seen others do it
4. Think it is the norm in their group
5. Know how to do it and believe that



Materials for Change

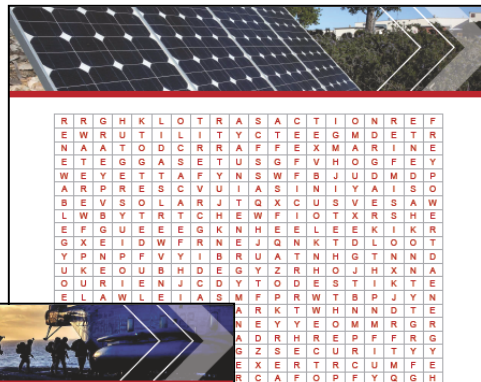


Over 40 communications pieces were developed to support Marine Corps Energy behavior change efforts.



CHECK OUT THESE 5 WAYS TO SAVE AND APPLY THEM AT HOME.

1. If technology permits, set your thermostat temperature slightly higher in the winter – even just a difference in saving energy.
2. Close window blinds at night. Open blinds during the day so your space naturally warms up.
3. Plug your television, game system, cable box, etc. into a power strip and turn it off when not in use. This eliminates standby power, which can be a significant percent of energy use.
4. Unplug all small electronics, chargers when not in use. This saves \$100 a year.
5. Use less lighting by turning off the lights when you leave the room.



JOB-SPECIFIC COMPETITION GUIDE

What is a Job-Specific Competition?

Job-Specific Competitions incentivize Marines to optimize their energy efficiency by measuring and comparing energy use between Marines or teams of Marines with similar job functions. Success in the competition is directly related to a Marine's ability to accomplish his or her part of the mission in the most energy efficient manner.

Who is involved?

Competitors should be within or across units, smaller groups, facilities, or individuals that share a job or mission function and have the tools to measure energy use. These competitors will ideally be related to official job responsibilities and duties. Tying this competition will reinforce the idea that energy efficient methods are part of doing the job efficiently. Incorporating facility, unit, or technical job area leadership in the promotion of the competition will increase involvement and success.

How do you determine the winner?

In Job-Specific Competitions, the winning team is determined by the overall energy savings or evidence achieved by a facility, unit, individual, etc. Energy managers should measure baseline energy use prior to the competition, and identify fair and equal methods of comparison. Baselines should be determined in a method appropriate to job function and measurement capabilities. Energy managers who don't have access to energy data can find other ways to establish baseline measures. For example, they can walk around facilities or job sites before the competition to see how many lights are left on at night, or how much equipment is left sitting.

STEPS

1. Define the Rules

- ☐ Set the duration of the competition
- ☐ Identify eligible or targeted participants
- ☐ Designate competition officials
- ☐ Establish baseline energy use levels or behaviors, and define winning metrics

2. Engage Leadership

- ☐ Provide overview of competition parameters
- ☐ Formulate requests for leadership involvement

3. Promote the Competition

- ☐ Work with PDAO to announce the competition through news and social media
- ☐ Leverage leadership to encourage participation
- ☐ Provide tools to educate Marines on examples of efficient habits

4. Implement the Competition

- ☐ Kick off the competition
- ☐ Manage participant questions
- ☐ Monitor progress and report encouraging information

5. Announce the Winner(s)

- ☐ Acknowledge all participants
- ☐ Engage leadership in announcing winner(s)
- ☐ Work with PDAO to announce winners

6. Measure Competition Metrics

- ☐ Track how many Marines and groups get involved
- ☐ Measure reductions in energy or water consumption use or changes in energy or water consumption behaviors
- ☐ Gather job-related best practices and success stories

<http://www.mccom.marines.mil/Units/GF/Facilities/GFI/Energy.aspx>
<https://www.facebook.com/marines>



Turn me
OFF
when you
leave.



YOU HAVE THE POWER TO SAVE LIVES

When Marines and Sailors transport fuel, they are vulnerable to attack. Take care of your fellow Marines—use only what you need.





Discussion: Challenges



- *Think of the challenges you will have in getting Marines in your unit to make changes to their energy behavior. What are some that you predict?*





Discussion: Motivations



- *We just discussed the challenges. Now, what are some things that may motivate Marines to change their behavior?*

